

**Program Standards and Matrix
INITIAL PROGRAMS IN MARKETING EDUCATION**

ND ESPB Standards	
<p>04006.1 The program requires the application and integration of core academics. The program uses a variety of integration techniques to understand the importance of academics in the field of marketing.</p> <p>04006.2 The program requires the study of current, appropriate instructional technologies. The program uses varied performance assessments of candidates' understanding and abilities to apply that knowledge.</p> <p>04006.3 The program requires study and experiences in distribution, financing, marketing information management, pricing, product/service management, promotion, and selling. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.</p> <p>04006.4 The program requires experiences that develop the ability to plan, develop, and administer a comprehensive marketing education program. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.</p>	

04006.5 The program requires experiences designed to develop knowledge and involvement in marketing education student organizations. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.

04006.6 The program requires studying the methods of teaching marketing education including current trends in marketing education with an examination of a variety of teaching methods and techniques. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.